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|------------------|--------------------------------|---------------|----------------|--|------|
| Course Unit      | Business-to-Business Marketing |               | Field of study | Marketing and Advertising                              |      |
| Bachelor in      | Marketing                      |               | School         | School of Public Management, Communication and Tourism |      |
| Academic Year    | 2022/2023                      | Year of study | 3              | Level  | 1-3  |
| Type             | Semestral                      | Semester      | 1              | ECTS credits   | 6.0  |
| Code             | 9205-714-3103-00-22            |               |                |  |      |
| Workload (hours) | 162                            | Contact hours | T -            | TP 60  | PL - |
|                  |                                |               | TC -           | S -  | E -  |
|                  |                                |               | OT -           | O -  |      |

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ricardo Jorge Vieira Correia

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand and conceptualize the marketing activity differences in the Business-to-Business universe;
2. Ability to generate industrial offers;
3. Perception of the relations network relevance;
4. Management of a business relationships network;
5. Knowledge of the several ways of technology acquisition and management.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Knowledge of general concepts of Marketing.

### Course contents

1- The Industrial Marketing vs. Consumer Marketing. 2- The Process of Industrial Purchasing. 3- Industrial relationships. 4- The marketing mix specificity in industrial markets. 5- The role of technology in industrial markets.

### Course contents (extended version)

1. The Industrial Marketing vs. Marketing of final consumer.
  - Similarities and differences between the Industrial Marketing and Marketing for final consumption.
  - Industrial Marketing definition.
2. The Process of Industrial Purchasing.
  - Purchasing Relevance.
  - Steps of the industrial purchasing process.
  - Consumer behaviour in B2B markets.
  - Main Influences on the industrial purchasing behaviour.
3. The industrial relationships.
  - A network approach.
  - The interaction relevance.
  - Managing business relationships.
4. The marketing mix specificity in industrial markets.
  - The industrial marketing-mix.
  - The offers creation.
5. The role of technology in industrial markets.
  - Technological decisions in the firms.
  - Technological acquisition.
  - Technological use.
  - Technological management.
  - Firm Technology diagnosis.
  - Technology types.
  - Technology vs offers vs life cycles.
  - Technology in the network.

### Recommended reading

1. Anderson, J. & Narus, J. (2004). Business Market Management: Understanding, Creating, and Delivering Value. Pearson: Prentice Hall. ISBN: 978-0136000884.
2. Ford, D. (2001). Understanding Business Marketing and Purchasing. London: International Thomson. ISBN: 978-1861527691.
3. Ford, D., Berthon, P., Brown, S., Gadde, L., Hakansson, H., Naudé, P., Ritter, T., & Snehota, I. (2004). The Business Marketing Course. New Jersey: John Wiley & Sons. ISBN: 978-0470034507.
4. Hakansson, H., Ford, D., Gadde, L., Snehota, I., & Walusevski, A. (2009). Business in Networks. New Jersey: John Wiley & Sons. ISBN: 978-0-470-74963-0.
5. Malaval, P. & Bénaroya, C. (2013). Business to Business Marketing. Editions De Boeck. ISBN: 978-2-8041-8267-0.

### Teaching and learning methods

Each class will have theoretical and practical components, with emphasis on active methods, using methods of discovery, problems presentation, discussions, independent work, and mixed methods with case studies.

### Assessment methods

1. Distributed Evaluation 1 - (Regular, Student Worker) (Final, Supplementary)
  - Final Written Exam - 40% (Written exam about all the subjects thought at classes. Minimal grade: 7 values.)
  - Practical Work - 40% (Mandatory group work. Working students may opt for an individual work. Minimal grade: 8 values.)
  - Case Studies - 20% (Practical cases discussed and presented in classes.)
2. Distributed Evaluation 2 - (Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 60% (Written exam about all the subjects thought at classes. Minimal grade: 7 values.)
  - Practical Work - 40% (Mandatory group or individual work. Minimal grade: 8 values.)
3. Distributed Evaluation 3 - (Regular) (Supplementary, Special)
  - Final Written Exam - 60% (Written exam about all the subjects thought at classes. Minimal grade: 7 values.)
  - Practical Work - 40% (Mandatory group work. Minimal grade: 8 values.)
4. Exchange students (incoming) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 100% (One work, to be held individually or in groups, on a subject matter addressed in the course.)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

|                              |                              |                                    |                              |
|------------------------------|------------------------------|------------------------------------|------------------------------|
| Ricardo Jorge Vieira Correia | Luisa Margarida Barata Lopes | Catarina Alexandra Alves Fernandes | Luisa Margarida Barata Lopes |
| 18-10-2022                   | 19-10-2022                   | 19-10-2022                         | 20-10-2022                   |